



Visit North Carolina

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Representative(s) at the International Tourism and Travel Show 2016:

- **Stephanie Freed-Burns**, Account Representative
- Name & Title: TBC

About the Organization:

From the misty mountains to the sunny coast, North Carolina is America's variety vacationland, full of natural beauty, history, arts, culture and adventure. In the mountains, surround yourself with scenic beauty while picnicking, hiking, golfing, whitewater rafting or rock climbing. In central North Carolina, find exceptional shopping or tee off on one of the state's 500 internationally known golf courses. Sample wine at one of 145 wineries or step back in time at a Civil War battlefield. Along the coast, dive into water sports such as boating, swimming and saltwater fishing; climb historic lighthouses; and bask in the warm sun on pristine beaches. Across the state, find charming towns, movie locations, scores of craft breweries, heritage cuisine and culinary innovation, and countless ways to connect with the places and the people. Here's to a memorable journey!

The official tourism promotion website of the state of North Carolina is: www.visitnc.com

Objectives at the International Tourism and Travel Show 2016:

- Showcase unique products and services (only available in North Carolina)
- Maximize brand visibility (penetrate an untapped market – direct to consumer education)
- Interact with a travel focused audience (leverage face to face and social/digital engagement)